



U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL OCEAN SERVICE
NATIONAL MARINE SANCTUARY PROGRAM
Florida Keys National Marine Sanctuary
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Revised

Public Notice for procurements over \$10,000 or services
Posted on: **March 31, 2006**

PART: U.S. GOVERNMENT PROCUREMENTS

SUBPART: **Other Contractual Services (25xx)**

CLASSCOD: **ADP and Telecommunications Contractual Services (2523)**

OFFADD: U.S. DEPARTMENT OF COMMERCE, NOAA, National Ocean Service, National Marine
Sanctuary Program, Florida Keys National Marine Sanctuary, PO Box 500368, Marathon, FL 33050

SUBJECT: **Web design and construction for the Reef Guardians Program**

SOL: **Purchase Order**

POC: Patti Hartsing, Administrative Management Assistant, (305) 743.2437 ext. 23; Sera Harold (305) 292-0311

Potential offers may be sent via e-mail by 5 PM April 20, 2006 to Sera Harold for consideration sera.harold@noaa.gov. If it is preferable, send a resume with supporting documentation to Sera Harold FKNMS PO Box 1938 Key West, FL 33040

The FKNMS requires a contractor to support the goals of The Florida Keys National Marine Sanctuary's Reef Guardians Program by providing web site infrastructure and web site construction based on the following statement of work.

Contractor Services for Web Design and Construction Reef Guardians Program

The Reef Guardians program originated at the Great Barrier Reef Marine Park Authority (GBRMPA) in Australia. The program has been very successful at encouraging schools to participate as Reef Guardians. Each Reef Guardian school receives recognition, materials, and access to field trips, and in return, completes curricular goals set out by GBRMPA, or in this case, The Florida Keys National Marine Sanctuary (FKNMS). FKNMS, in conjunction with NOAA's Coral Reef Conservation Program, is piloting the project in the Florida Keys. The web development is a crucial first step in order to disseminate information and curricula, quickly and widely.

Scope of Work:

I. Objectives

Funding for this project will support the goals of The Florida Keys National Marine Sanctuary's Reef Guardian Program. The program seeks to provide incentives, including recognition, teaching materials, and guest speakers, to schools and community groups within the Florida Keys to teach and practice marine stewardship. The contractor will:

- Provide graphic and artistic guidance to the program, and the program lead in the production of a web site and logo.
- Provide web site architecture and web site construction.

II. Methods

The contractor will work with the FKNMS education project lead to identify materials and translate those materials to a web format. All materials will be provided in electronic format by the project lead within one week of the initiation of the contract. All pages will be in pdf, doc, jpg, or bmp formats. The contractor will work with the project lead in the development of a unified graphic look for the site, and the program. The logo and page should be full color, include 1 animation on the home page, and include non-clipart graphics. The contractor will communicate weekly with the project lead, which will provide feedback on draft documents before the web site is finalized.

The contractor will fill the following roles throughout this process:

1. Hosting of website as subcontract

The website will be hosted on the .gov, government server. The contractor will provide the accessibility standards, layout requirements, and graphics required for a government site including providing text for the visually impaired. <http://www.osec.doc.gov/webresources/> These guidelines and graphics will be provided by the project lead and the NOAA IT coordinator. The domain name contract will be for a period of not less than 10 years. The contractor will provide a look that is original, but that carries over the look from the NOAA and National Marine Sanctuary pages so that the page is readily identifiable as a Florida Keys National Marine Sanctuary project. The header, footer and navigation should be server-side includes.

2. Links will be made for government pages

The site will link to the FKNMS site, the National Marine Sanctuary Program (NMSP) site, and contain logos for NOAA, NMSP, and Florida DEP. Those logos will be provided by the project lead in electronic format as jpg, bmp or tiff.

3. Development of website for Reef Guardians Program

The complete development, from materials provided, of a 100-300 page, user-friendly website. The site will provide teachers, students and the general public access to information about the Reef Guardians Program, the education standards and curriculum materials. The site will have an email link to the program lead. The development includes all scripting, programming, typing, text editing, graphic and layout design in the site.

4. Development of Project Logo

The development of a compact logo for the reef guardians program, referencing material provided by the FKNMS project lead. The logo should be a graphic, transferable to printed material and relevant to the goals of the program.

The finished logo should have a finished print size of 8" x8" at standard print-quality resolution. Graphics produced under this contract will remain public domain.

5. Site Update

The contractor will provide a one-time site update, including a maximum of 10 hours of labor, within 1 month of the completion of the project. Any further website maintenance will be the responsibility of the Reef Guardian Program not the contractor.

III. Deliverables

1. Program logo in electronic format, sent electronically or by CD, as size permits. In jpg, bmp, or tiff format.
2. Site drafts prior to contract completion when available, or one month, and two weeks prior to contract completion. Site drafts can be submitted using an on-line link, or by email as html.
3. The deliverables above will take place according to the following timeline:
 - Background information and preparation with project lead: May 2006
 - Delivery of completed Project logo: May to late June 2006
 - Collect, synthesize and incorporate electronic materials provided by the FKNMS education team: August 2006
 - Provide a draft of the completed web site for review: September 2006
 - Review site using FKNMS education team comments. October 2006
 - Document completion: November 2006
 - Active and functioning live web site: December 2006
 - Collect additional comments from project lead and perform site update: December 2006

IV. Operational Assumptions

1. All work performed by the contractor will be closely coordinated with the project lead (and other FKNMS staff as necessary). Coordination will take place through a combination of email discussion, teleconference, and in-person meetings if required.
2. Review members may include FKNMS and NOAA staff, but all communications for all of the above tasks will be coordinated by the project lead.
3. Telephone meetings will be scheduled no less than once per month with the project lead. Notes to be taken by the project lead, and distributed to FKNMS and Coral Conservation Program personnel.

V. Funds

Total funds available for the services above are \$5,000.

Allowable expenses include:

Salary

Administrative costs (supplies, phone calls, courier fees, etc.)

Travel-related expenses if necessary (parking, mileage, metro fees, etc.)

Web Hosting contracts

Payment upon completion of project

VI. Evaluation Criteria

1. Bid indicates the contractor can complete all listed tasks

Within the budget

Within the time allotted

2. Overall impression of bidder's website rated by evaluator, 1-10 scale

10 points is high / 1 point is low

3. Assessment of bidders' web portfolio

Website provided

Appearance of site is acceptable and appropriate

4. Portfolio demonstrates tasks listed in SOW

Original logo development is identified in bid

Multi page website -

Links are functional

5. Website assessment

Is the website creative, eye-catching

User friendly for navigation, clear direction, easy to read

Web pages are accessible using dial-up technology

Is animation appropriate to site

6. Response indicates ability to work independently

Resume / quote indicates ability to work independently

Vendors will be selected on best value to the Government.

Information for vendor:

There are no benefits and the contractor is responsible for payroll taxes and insurance including medical. The contractor shall not be deemed a Federal employee for any purposes including the Federal Tort Claims Act, 28 U.S.C. 2671 et seq., the Suits in Admiralty Act, 46 U.S.C. 741 et seq., the Public Vessels Act, 46 U.S.C. 781 et seq., or the Federal Employees Compensation Act, 5 U.S.C. 8101 et seq.

Payments will be made via electronic funds transfer (EFT). Required information for EFT is complete name, address, social security number or tax ID number and financial institution information. The required Vendor Profile Form may be obtained from http://www.rdc.noaa.gov/~casc/acquisitions/acq_index.htm.

Vendor must provide a DUNS number (<http://www.dnb.com/us/>) and register with the Central Contractors Registration (<http://www.ccr.gov/>) to further qualify for this contract.

This notice may be removed after 10 days: April 22, 2006

Return this notice to Patti Hartsing

Posted at FKNMS Marathon, Key Largo, Key West, and FKNMS web site